

WHY DIETS DON'T WORK

There are a number of reasons why diets do not work long term in our present world.

The Polluted World:

The first reason is that we are now living in such a polluted world that major studies conducted by Mt. Sinai Medical School and other groups, such as National Geographic, have shown that our bodies are storing all of the pollution, acid and impurities in our fat cells. (*A copy of these reports are available upon request.*) And the liver specifically is creating more and more fat cells to enrobe the impurities and excess acids - this is our body's only way to deal with the pollution, waste and acids flooding our body.

We must supply our body with the proper nutrients and most importantly trace minerals in order to support our body in cleansing itself. This is important because trace minerals are responsible for speeding up enzyme reactions in our body. Enzymes are responsible for cleansing our body, digesting food and delivering nutrition. Without these trace minerals, the body does not have the necessary fuel to cleanse itself. The enzymes can only do their job if they have the fuel to do it.

Imagine you took out your garbage in the morning and discovered that night that the garbage truck never came. You call the garbage company the next day to complain and they say, "Haven't you seen the price of gasoline? We don't have the money to buy gasoline for our garbage trucks." In this example, the garbage represents the impurities in our body, the trucks are the enzymes and the gasoline would be the trace minerals.

These vanishing trace minerals were touched on in a Senate Report on the conditions of our soils in 1936. (*A copy is available upon request.*) The study said that our soils have become void of these trace minerals that were wiped out once we no longer rotated our crops and began using pesticides and herbicides to produce food.

Fat Burning vs. Sugar Burning:

The body is designed to either burn fat or sugar. The problem is that we are all burning sugar. Many of us are addicted to sugar - even fruit juices that you would believe are healthy contain

too much sugar. For example: Apple Juice, the very juice that we give to our babies has upwards of 26 grams of sugar - that is 6 times more than the brain needs to function!

Burning sugar does terrible things to the human body. It shoots insulin levels up. As soon as the body senses higher insulin levels it immediately produces a stress hormone called cortisol. Cortisol is necessary in situations like being chased by a bear and it is designed to be used for short periods of time. Because we are addicted to sugar and we are continuously burning sugar for fuel, our cortisol levels remain elevated and stops the body from burning fat. Long term, sugar burning produces lactic acid which prevents the cells from absorbing oxygen and the cells will eventually die. High cortisol levels will also inhibit the pancreas from producing enzymes for the digestive tract. The very enzymes that carry nutrition to the cells are the same enzymes that are responsible for removing impurities that are stored in our fat cells. As fat cells are burned for energy they release the stored acids and impurities into the body. The enzymes are there to carry these impurities to the liver, passing them on to the colon and then out the body. If you are burning sugar which triggers high cortisol the fat cells are not burning and are not releasing the impurities. And if fat cells were burning, high cortisol levels limit the enzymes available to carry the acid and impurities away.

This creates an even bigger problem: enzymes require trace minerals in order for them to work at their maximum efficiency. We are all familiar with essential minerals like iron and calcium. Trace minerals are rare and responsible for enhancing enzyme reactions. They are not at your health food store and they are no longer in our food supply. These vanishing trace minerals were touched on in a U.S. Senate Report on the conditions of our soils in 1936. The study said that 98% of the soils in North America were void of these trace minerals. Trace minerals were destroyed once we began using herbicides and pesticides on our soil. We increased the quantities of food as we bankrupted their nutritional value. Why is this important? Trace minerals are responsible for enzyme reactions in your body. Enzymes are responsible for cleansing your body, digesting food and delivering nutrition. Without these trace minerals the body does not have the necessary fuel to cleanse itself. The enzymes can only do their job if the necessary fuel which are trace minerals are present.

Even a diet that is high in vegetables does not detoxify us. Believe it or not, even juicers that process vegetables into a liquid form will turn into carbohydrates (sugar) when they enter the human body. Vegetables are grown in soils that are depleted of minerals and without the minerals in the vegetables the body converts them into sugar. That is why many vegans and vegetarians are overweight today.

WHY LOW CARB DIETS DON'T WORK

A low carbohydrate diet like Atkins is a great example of this. The brain must have sugar in order to produce energy. If the brain does not get sugar it will die - our body will not let this happen. Long before the body dies the brain will tell the muscles to stop burning fat for energy and to begin to burn sugar. This is easier said than done. In order for our muscles to burn sugar the muscle first breaks down the protein in the muscle into carbohydrates (sugar). Thus the body is burning sugar, not fat, for energy. Thus insulin levels go up which triggers cortisol to go up and here we go again on the merry-go-round. Believe it or not eating a low carbohydrate diet puts you in sugar burning mode - the opposite of what you would think.

Low carbohydrate diets will actually slow down our metabolism and people will eventually gain weight - even continuing on something like Atkins. Why does this occur? In our muscles there is something called mitochondria. Think of mitochondria as little furnaces – they are the work horses of our metabolism and are really responsible for how many calories we burn. The mitochondria is present to burn fat to produce the long term energy the body requires.

When you are on a low carbohydrate diet and you are losing weight you are also losing lean muscle mass. This lean muscle mass contains the mitochondria. Over a period of time as the muscle mass is reduced the mitochondria is reduced and so is your ability to burn calories. Thus, you are eating the same low carbohydrates and the same amount of calories but with less mitochondria to burn calories and thus you begin to put the weight back on.

CALORIC REDUCTION DIETS

The problem with caloric reduction diets in conjunction with conventional food or even organic food is that the food does not contain any or enough trace minerals. Typical diets reduce the number of calories you eat which reduces the amount of fuel to your body to burn fat. To make the problem worse, you are now depriving your body of the required amount of nutrients, vitamins and minerals to burn fat.

Because food has limited or no nutrients and minerals, it will crave more and more food and that is why we got fat in the first place.

The other thing that happens is that the reduced calories and lack of nutrition and minerals puts the body into stress producing cortisol. When you have cortisol you are burning sugar not fat. The very diet you are on is really preventing you from ever keeping the weight off long term.

The body has in the muscles something called mitochondria. Think of these as little furnaces. The mitochondria's job is to burn fat. The old saying use it or lose it applies to mitochondria. The sugar burning mode does not use mitochondria. In essence the mitochondria begin to atrophy. Thus, when you come off the caloric reduction diet you have fewer mitochondria available to burn fat and in essence your metabolism has slowed down. That means that even if you eat less food now your body will still begin to gain weight again. It is a terrible catch twenty two or yo-yo dieting.

THIN PEOPLE

The reality for thin people is: thin people can be fat inside according to a recent article out of London. (*A copy is available upon request.*) They tracked a large group of people over a 10 year period with the assistance of MRIs and found that although people appeared to be thin on the outside, they were actually fat on the inside! Unless you can provide the body with the proper nutrients and minerals (which do not exist in even the best organic foods), your body cannot sustain fat burning no matter how much you work out.

FAT CELLS, CARBON DIOXIDE AND CORTISOL LEVELS

Fat cells are primarily water. When you burn a fat cell, the by product is that you oxygenate the cell which is required for fat burning. The fat cell turns into water and in turn, power washes the acid and impurities out of the cells, into the liver and out through the colon. Also, a little known fact is that when a fat cell burns, the by product is carbon dioxide and carbon dioxide actually lowers your cortisol levels!

Lowering your cortisol levels enables your body to produce the proper hormones to create the proper brain chemistry to allow your body to function properly. It is now known that high cortisol levels are the major contributors to the disease states in human beings.

When you have high cortisol levels, your body can only burn sugar and when you burn sugar, you don't produce carbon dioxide. It is only when your body burns fat that you produce carbon dioxide which lowers your cortisol levels that produce the proper brain chemistry to make your body work effectively.

FAT BURNING

There are several steps that are required to get your body into fat burning mode. First and foremost you have to stop the body from burning sugar and there are several ways to do this.

You can go on a fast. If you stop supplying the body with solid food for just 4 hours your hypothalamus gland begins to produce growth hormone and it begins to build lean muscle mass and it starts to burn fat. It takes 24 hours of not eating solid food in order to use up the sugar and carbohydrates that are stored in the liver. It is the second 24 hours once the sugar is used up that your body must now turn to fat for energy.

It sounds like going on a fast is the answer. Unfortunately, today people are going on water fasts for 10 days and they are gaining 10 pounds. Once you put the body into fat burning, the fat cells as they burn are dumping the impurities and the acids into the body. Keep in mind, on water fasts you are only drinking water. You are not supplying the body with the nutrients and trace minerals to speed up the enzyme reactions to remove the excess acid and impurities that are now circulating inside the body. Your body would sense these high acid levels, and it would and does retain water to dilute the acid and impurities that are now dumped into the body. Thus, water retention results in weight gain.

The key is to stop solid food and to still supply the body with the nutrients and the trace minerals that will assist the enzymes in removing the acid and impurities that are being dumped out of the fat cells.

There is a company that has in fact solved this dilemma. This revolutionary new approach was invented in 2002 by the company Isagenix – the world leader in nutritional cleansing. Their revolutionary Cleansing and Fat Burning System solves the problem as outlined above.

This revolutionary technology was invented by arguably the world's greatest nutritional formulator John Anderson. John Anderson has formulated and manufactured over 2,200 nutritional formulations for over 650 companies for over 27 years. John Anderson invented this revolutionary technology as a result of a life threatening health challenge and he was the first person to ever use this Cleansing and Fat Burning System.

NOTE: It is important to note that this program does not cleanse you. It is only the rare combination of ingredients that allows your body to cleanse itself. Only your body can cleanse itself.

THE FOUR PRODUCTS

There are 4 products that make up this system:

1. John Anderson found a very rare source of pure organic whey protein in New Zealand. Why New Zealand?
 - a. The whey protein comes from cows raised on land in New Zealand where no pesticides or herbicides have been used and the cows graze on grass. Whey protein you typically see in stores has been raised domestically. Domestic cows eat feed loaded with herbicides & pesticides and are injected with growth hormones & antibiotics. The cattle in New Zealand are not given hormones or antibiotics!
 - b. The other important difference with the New Zealand whey protein is that in New Zealand they do not use pasteurization. In the U.S., pasteurization kills digestive enzymes - the very living part of the food.

That is why the New Zealand whey is so rare.

2. The second product he invented is an Aloe Vera cleanse drink which is made from a very special manufacturing process. The way Aloe Vera is processed in the U.S. is it is run through a pressing process to get the juice out of the Aloe Vera. The problem with this normal practice of heat and pressure is that the digestive enzymes in the Aloe Vera are

destroyed. John Anderson knew this and uses a different process - the same process used to create Carnation Powdered Milk called a low temperature spray dried process. This low temperature spray dried process is used to preserve the huge concentrations of digestive enzymes in the Aloe Vera. John Anderson also only uses the inner heart of the Aloe Vera plant which contains the highest concentration of these digestive enzymes in the plant. This remarkable Cleanse Drink contains over 220 nutrients that the body needs to help speed up the enzyme reactions in the human body. This proprietary and amazing formulation is not available anywhere else.

3. The third product that makes up this system are chewable nutritional snacks that are loaded with 70 trace ionic minerals that are also contained in all of the other products. These snacks are a perfect balanced blend of proteins, carbohydrates, and fat. These snacks have no stimulants in them and support hunger because of all the nutrients contained in them.
4. The fourth product is the only pill that you take and it designed to assist the body in burning fat. Natural ingredients—such as cayenne, green tea, cinnamon and ginseng—help kindle the natural furnace inside you to help melt away unwanted pounds. There is no Ephedra, no Ma Huang and no caffeine added.

THE ISAGENIX CLEANSING AND FAT BURNING SYSTEM

This program begins with a minimum of 2 pre-cleanse days.

Two (2) Pre-Cleanse Days:

This is two or more days before actually starting the cleanse. You are preparing your body and your body is beginning to burn fat on the first 2 pre-cleanse days. A huge misconception about the Isagenix program is that because you are limiting calories, this is a diet.

This is not a diet.

The Isagenix formulations are specifically formulated with massive amounts of naturally occurring enzymes and all of the essential minerals, 70 trace minerals and nutrients your body so desperately requires to begin the fat burning process. The trace minerals are there to speed up the reactions of the massive amounts of enzymes in the body and also the digestive enzymes that are naturally occurring in the cleanse itself. These enzymes will carry the acids and impurities that are stored in fat cells to the liver and then to the colon. You are not depriving your body like you are on a diet. On any conventional diet, you are lowering calories and you are now restricting the most important thing you can put in your body: nutrients and trace minerals. The Isagenix program is loaded with all of the nutrients and trace minerals your body requires. After the pre-cleanse days, you are ready to begin two days of the cleanse itself.

Two (2) Cleanse Days:

In the first 24 hours, your body uses up the sugar and carbohydrates that are stored in your liver. Within 4 hours of drinking the cleanse drink, your body begins to produce growth hormone which triggers fat burning and begins to build lean muscle mass.

On the first cleanse day, your body is moving towards 100% fat burning. You do not begin 100% fat burning until the last part of the 48 hours. It is on the second day when the excess sugar and carbohydrates that were stored in your liver are used up and it is only then that you are in full blown fat burning mode.

The important thing to remember: if you are overweight, you are burning sugar, not fat.

Five (5) Shake Days:

After your second day of cleansing on your initial program, the reason you go back on a shake, a meal and a shake is that your body requires additional fuel to continue the fat burning process. It is extremely important that you follow the diet recommendations for proteins, complex carbohydrates & proper fats...yes fats!

Fats:

Fats are extremely important in maintaining the fat burning process in your body. Think of it like an old hand water pump. In order for the pump to work, you must prime it. The reason we have you add the fats like organic coconut oil is to slow down the release of glucose to the brain. When you eat processed foods, simple carbohydrates and/or refined sugars, the excess amount of sugar when it gets to the brain triggers an alarm. The brain with too much sugar triggers insulin to control the sugar and immediately begins to convert it into fat. The minute you increase the insulin levels, you shoot the cortisol levels up preventing hormone production which inhibits the production of serotonin for women and dopamine for men.

It is so important on your shake days that you do not have refined sugar, simple carbohydrates or even sugar from fruit because all it takes is one bite of a piece of toast, one sip of a soda or any type of artificial sweetener to cause your body to immediately go back into sugar burning mode. A diet product with aspartame or any type of artificial sweetener affects the brain the same way as refined sugar thus causing the brain to release insulin and raise cortisol levels which prevents your body from burning fat.

After your 5 shake-meal-shake days, your body is then ready to go back into cleansing for 2 more days of more intense fat burning.

WHAT DO I DO NEXT?

In a clinical study done by the company, the average weight loss for women was 7.2 pounds for women and 7.3 pounds for men on the 9-day program. Although results may vary, people are astounded at these average results. This program is not a 9-day bandage! What's next for those of us who have more weight to lose, suffer with health challenges, or like the idea of cleansing to look and feel your best?

30-DAY ACCELERATED BREAKTHROUGH PROGRAM

We recommend the 30-day accelerated breakthrough program because after only 11 days, your body will have trouble maintaining fat burning mode. During the next 30 days, on your shake days, you must increase your calories because in order to maintain this high fat burning intensity your body now requires more fuel. Thus, unlike a diet, we are increasing the calories in conjunction with the massive amount of nutrition, nutrients and minerals provided in the Isagenix system to maintain fat burning.

After the first 11 days, on your shake days you will enjoy a shake for breakfast, eat a healthy lunch of 500 to 600 calories, eat a healthy dinner of 500 to 600 calories and your last meal of the day will be a shake. Enjoy your shake at least 1 hour after dinner.

We are asked all of the time: Do I have to have a shake as my last meal of the day? The answer is "yes" because your body requires the special blend of enzymes, nutrients and minerals in order to maintain fat burning. If you reduce the amount of food on your shake days during this 30-day period, you will slow the body's rate of fat burning and you may experience a plateau in weight loss...if weight loss is your goal.

BACK-TO-BACK PROGRAMS

The reason the optimum program is to do back-to-back cleansing (with an added meal after your initial program) is to put you in a more permanent state of fat burning that cannot be achieved by simply doing an 11-day cleanse. It is of the utmost importance that you follow the diet plan recommendations and you do not limit your calories. Choose from the list of recommended foods, fats and complex carbohydrates that provide your body with the proper fuel to continue burning fat. At the end of your 30 day accelerated breakthrough program you will be in a more permanent state of fat burning. Another way of saying this is that in order to increase your metabolism you need to increase the amount of calories. And, these calories must be the right kind of calories. The calorie recommendations that we are making as part of this program are for the right kind of protein, fats and complex carbohydrates. These are the best recommendations for fat burning. (*Refer to "Meal Planning for Cleansing Days 5-7" and "Mars Venus Fat Burning Food Plan"*)

MAINTENANCE

It is important to maintain the recommended amounts of the Cleanse for Life and IsaLean Shakes to provide the necessary nutrients, vitamins and minerals to continue fat burning. It is very important that you continue to select from the recommended foods that are a part of this program; however, it does not mean that you cannot have some of the pleasurable foods you have become accustomed to (i.e. pizza, ice cream, alcohol, etc...) Everything in moderation is your best bet. And, if you find yourself craving any of these foods, if you become fatigued, if you feel overwhelmed or if you become depressed, these are warning signs that you have gone back into sugar burning mode. If this occurs, we recommend that you immediately go back on just one 11-day program and that should return you back to fat-burning mode.

PLATEAUS

The reason people hit a plateau is the body may have stopped burning fat. This can be caused by a reduction in calories and thus the fuel available to allow your body to burn fat, or you may have unknowingly eaten simple carbohydrates, refined sugars or artificial sweeteners. One of the best ways to eliminating plateaus is to do the right kind of exercise.

EXERCISE

The number one recommendation for exercise is to walk a minimum of 30-60 minutes every day, preferably in the morning, to promote fat burning. If you can only walk for 15 minutes, walk twice a day for 15 minutes initially then build yourself up to 30 minutes. 60 minutes is ideal.

In summary, the program is designed to allow your body to do what your body was designed to do and that is ... to burn fat. It is only through the continual burning of fat that you will achieve